



CHANGEMAKERS: CREATIVITY AND VALUE CREATION



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MODULE INTRODUCTION



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Welcome to the Module: Changemakers: Creativity and Value Creation

The aim of the module is:

To develop the concepts and practice of creativity and value creation for the development of innovative, aspiring and progressive solutions.

Upon the successful completion of this module, you will be able to:

- Demonstrate knowledge and critical understanding of innovation, creativity and enterprising mindset, recognising the values and the contribution creativity makes to the common good.
- Conceive, articulate and apply creative thinking within a work-based or academic context to develop novel solutions and/or value creation.

The module looks at the contribution of innovation and creativity around the world, how it shapes society and the way we live and work. Taking an integrative approach, through demonstrating the relationship between many academic perspectives, the module draws on evidence, theories, concepts and frameworks from a multidisciplinary viewpoint.

The units within the module are designed to help you gain skills to identify and pursue opportunities, and develop ideas to generate value that contribute to a sustainable planet.

These skills include creative problem-solving to develop practical solutions; working collaboratively and ethically on ambiguous, complex and open-ended challenges; displaying resilience; and the capacity to learn, both from direct personal experiences and those of others.

BE MORE PIRATE

Have you ever thought about how individuals can challenge and reshape the world?

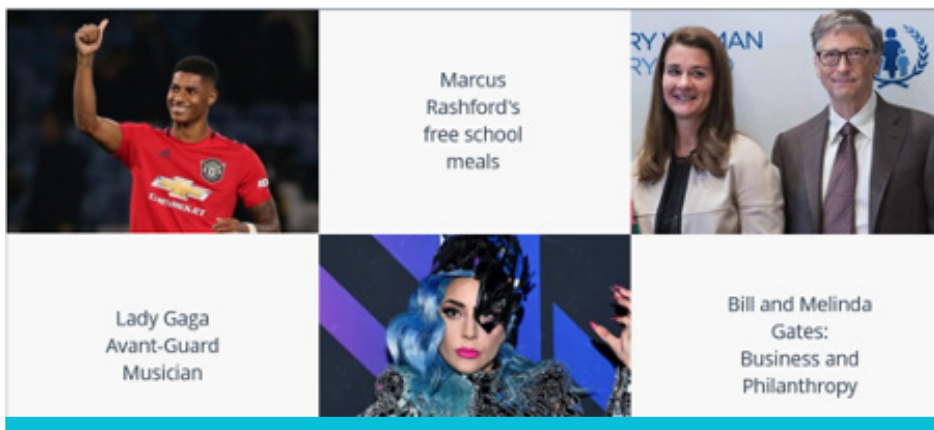
In the book *Be more Pirate*, Sam Conniff Allende explains how in the 17th century Caribbean, a small group of swashbucklers took on the entire British navy and for a short while won. They did this by being creative and changing the things around them that they thought were wrong.

For example, they changed working conditions to be fair; they changed pay scales to be fair. They changed the method of leadership to be democratic. And they did this under a flag whose logo is recognisable to this very day.

In short, the pirates used their creativity to change their world and in doing so they introduced value to their lives the likes that had never been seen before.

Modern day changemakers can take a page from this book too.

Creativity adds value in many forms, from the development of new products and services that enhance our lives, to the start of movements such as Extinction Rebellion and Black Lives Matter. During the course of the module you will be tasked with developing an idea that can generate value in your community and beyond.



The module has 48 hours of scheduled learning, your module tutor will explain how this will be organised between face to face (in person or online) sessions and the use of the available digital content on Moodle. The online content is split between the following 4 units:



What's the Problem?



The Worst Possible Idea



Making it Happen



What's the Verdict?

The module consists of two assessments, an e-portfolio and a written assessment, which you will find in the Module Handbook.

Navigating Through the Module

As you work through this learning content you will be asked to undertake various types of learning activity to enhance and support your understanding of the material. It is important that you fully engage with these learning activities as the acquisition of information is only one part of the learning process – by being an active participant in your learning through these activities you will develop a deeper and richer understanding of the topics and concepts covered in the module.

Whenever you see the following tasks and icons, it means you need to complete an activity:



Check tasks provide an opportunity for you to check how well you have understood the topic so far. Self-assessment is an important part of the learning process as it enables you to reinforce those concepts you understand well, and highlight any misconceptions and/or areas where you may need to do some further study.



You will often be asked to pause and consider ideas and concepts you have just learned, to allow the learning to “sink in” and start to think more widely about how it fits in with your discipline. Although **Reflect** tasks don't usually require you to write anything, it's important to take the time to think about the question asked and you can of course record your thoughts in your personal notes if you wish.



Learning online shouldn't be a solitary activity – being able to discuss, collaborate and compare your understanding with other learners doing the same study as you is a powerful tool in maximising your learning gains. Seeing that others have the same understanding as you can be a real confidence boost and reassure you that you are on the right track, and if others are interpreting things differently seeing things from a different perspective can be equally valuable. Being an active part of a learning community through a **Network** task brings benefits to you and other members of that community.



These modules cover topics and skills that are valuable across all disciplines, however you will be able to understand, appreciate and benefit most by considering how the learning fits in with your academic discipline and your own beliefs and values. **Apply** tasks give you the opportunity to place the learning in a context that is relevant to you, and to link your learning with your real life goals.

Everything you need you will find in the Moodle page for the module, where you will also find a question-and-answer forum to raise any concerns you have when progressing through the materials.



You are now ready to start your learning.

Good Luck!



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